

Message Text

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PAGE 01 STATE 038064
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 R

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EB/OCA/STATE:BDAY
STATE/JREILLY
EUR/RPE:RBRESLER

-----191012 108820 /21

R 182153Z FEB 77
FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM
AMCONSUL AMSTERDAM
AMCONSUL ANTWERP

UNCLAS STATE 038064

E.O. 11652: N/A

TAGS: BEXP, BE, NL

SUBJECT: FIRST QUARTER FY'77 CCP PROGRESS REPORT

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REF: (A) THE HAGUE 0180, 12 JANUARY 1977
- (B) BRUSSELS 0323, 13 JANUARY 1977

1. ON JANUARY 28, 1977 WCAG MET TO REVIEW THE 1ST QUARTER,
CCP REPORTS FOR BELGIUM AND THE NETHERLANDS.

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2. GROUP BRIEFED ON FINANCIAL AND INVESTMENT CLIMATE IN
BOTH MARKETS BY TREASURY REPRESENTATIVE.

3. WCAG PLEASED WITH NETHERLANDS SUMMARY WHICH INCLUDED
REVIEW OF BOTH CAMPAIGN AND NON-CAMPAIGN EVENTS. POST
REQUESTED TO FORWARD LIST OF 82 SECTORS (SEE NON-CAMPAIGN
ACTIVITY 1) IN ORDER TO DETERMINE IF ANY POSSIBLE OVERLAP

WITH OIM RESEARCH STUDIES (INDUSTRY MARKETING PLANS) NOW BEING DEVELOPED. AS SECTORAL STUDIES ARE RECEIVED, OIM WILL DISSEMIATE THROUGH MULTIPLIER PROGRAM.

4. STATE GOVERNMENT OFFICES IN BRUSSELS WERE NOT MENTIONED IN REFTEL (B). IN VIEW OF NEW TOP'S BULLETIN TO DOMESTIC U.S. SUBSCRIBERS INCLUDING STATE GOVERNMENT OFFICES, WCAG WOULD LIKE TO KNOW IF THIS PRECLUDES NEED FOR CUSTOMISED

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SERVICE TO STATE DEVELOPMENT OFFICES IN BRUSSELS.

5. THE FOREIGN BUYER PROGRAM HAS DEVELOPED AND RECENTLY POUCHES TO POSTS A NEW BROCHURE TELLING FOREIGN BUYERS WHAT ASSISTANCE IS OBTAINABLE FROM EMBASSY AND USDOC. PROBLEMS IN GETTING BROCHURES ON U.S. SHOWS TO POST ARE NOTED. UNFORTUNATELY, MOST DOMESTIC U.S. TRADE FAIR ORGANIZATIONS ARE UNABLE TO PREPARE MULTI-LANGUAGE BROCHURES EARLIER THAN SIX MONTHS PRIOR TO EVENT. (REFERENCE PARAGRAPH 2 OF REFTEL (A)).

6. USIA PRESS ARTICLES ARE BEING CLEARED. WILL SEND IMMEDIATELY. REGRET DID NOT ARRIVE ON TIME FOR POLLUTION ENGINEERING CONGRESS (REFERENCE PARAGRAPH 2 OF REFTEL (A)). IN THE FUTURE EVERY EFFORT WILL BE MADE TO OBTAIN AND POUCH PRESS ARTICLES ON SCHEDULE.

7. SINCE WE PLAN NO ADVANCE OFFICER FOR MAY TRADE MISSION WCAG WILL APPRECIATE POSTS EVALUATION OF HOW THIS NEW UNCLASSIFIED

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APPROACH WORKS ON UPCOMING FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION IN MAY.

8. GROUP WOULD LIKE TO COMPLIMENT POST ON FOLLOW-UP CATALOG SHOW IN BRUSSELS IN NOVEMBER WHICH STIMULATED SIGNIFICANT NUMBER OF NEW TRADE OPPORTUNITIES.
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Message Attributes

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Disposition Approved on Date:
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Enclosure: n/a
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Errors: N/A
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Review Media Identifier:
Review Release Date: n/a
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SAS ID: 3277730
Secure: OPEN
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TAGS: BEXP, BE, NL
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